



HÖGSKOLAN I GÄVLE

Marketing Theories 7.5 cr

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Set by Faculty of Education and Business Studies

Version

Set at	Valid from
3/13/13	HT2013
6/17/20	VT2021

Level	A1N
Education level	Second cycle
Course identifier	FEA220
Credits	7.5 cr
Main field of study	Business Administration
Subject group	Business Administration
Disciplinary domain	Social sciences 100.0 %

Learning outcomes

Upon successful completion of this course the student will

Know/Understand how to:

- Identify and report the connections between business management theories, research in marketing strategies and their newest developments.
- explain the major marketing types and how they can be integrated into customer service marketing in an effective fashion, based on their respective theory grounds .
- relate the connection between customer relationship theories and their special characteristics as opposed to brand marketing theories.
- Describe key theories, thoughts on how demand is created and customer satisfaction guaranteed.
- explain the needs for industrial marketing, the opportunities, capabilities and limitations.
- identify the key scientific methods in the fields of marketing.

Skills and abilities: Upon successful completion of this course the student will be able to:

- Identify and formulate marketing problems as well as relate them to relevant marketing theories.
- Use, apply and analyze complex marketing situations despite limited information.
- take an active part of a customer service and industrial marketing research project as well as to be able to conduct an oral and written presentation report of a research project result.

Assessment and Evaluation approaches

- assess the fields of marketing research from an ethical and societal perspective
- Identify the needs for further investigation and research and be responsible for their own self-development in the learning process.

Course content	This course provides a comprehensive understanding of transaction costs, resource based and resource dependence theories. Students will learn to use and apply customer-service marketing, networking, relationship marketing and understand the concept of quality service in an international marketing context. Students have an insight view of the marketing research world; they will develop their own marketing research project under tutorial.		
Teaching	Lectures, seminars, application works and tutorials.		
Prerequisites	Graduate student (180hp) with Business Administration Major		
Examination	Final exam, course assignments, in-class presentations and final presentation.		
Grade	A, B, C, D, E, Fx, F		
Sustainable environment	A minor part of the course content deals with sustainable development.		
Module	0070 Examination	7.5 cr	Grade: AF